

JAMES RIVER & TRIBUTARIES- Richmond, VA Regional Pet Waste Campaign

Virginia Nonpoint Source MANAGEMENT PROGRAM

The project area addresses 10 watersheds within the Lower James River Basin. The impaired segments included in the implementation plan are Almond Creek and Gillie Creek in Henrico County, and Richmond City, Tuckahoe Creek in Goochland and Henrico counties, Falling Creek and No Name Creek in Chesterfield County, as well as Goode Creek and Reedy Creek in Richmond City.

James River and its Tributaries has been listed since 1996 as impaired on Virginia's Section 303(d) Total Maximum Daily Load (TMDL) Priority List and Report due to violations of the State's Water Quality Standards for fecal coliform bacteria. A TMDL study was developed for James River and selected tributaries in 2010 and for Tuckahoe Creek and tributaries in 2004. A TMDL implementation plan for James Rivers and Tributaries was approved in January 2014. The *Stop the Drop Pet Waste Campaign* was developed in response to the James River and Tributaries Plan in a

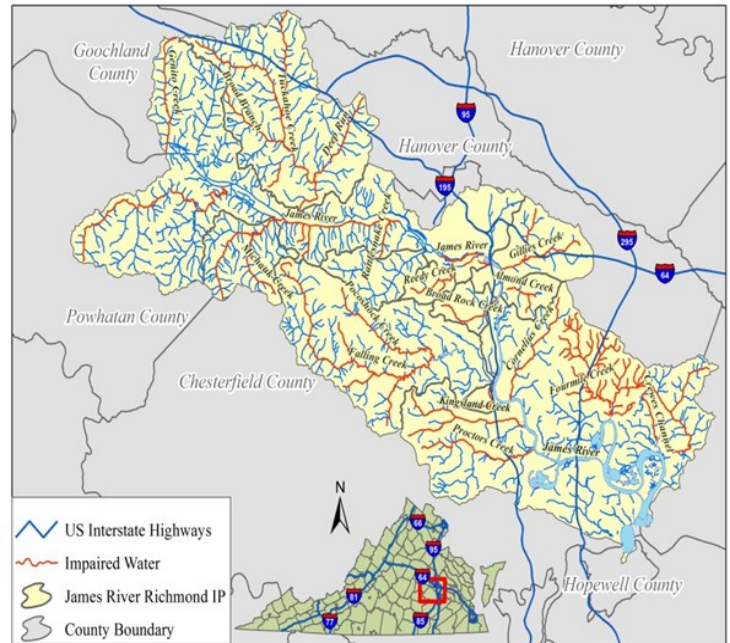


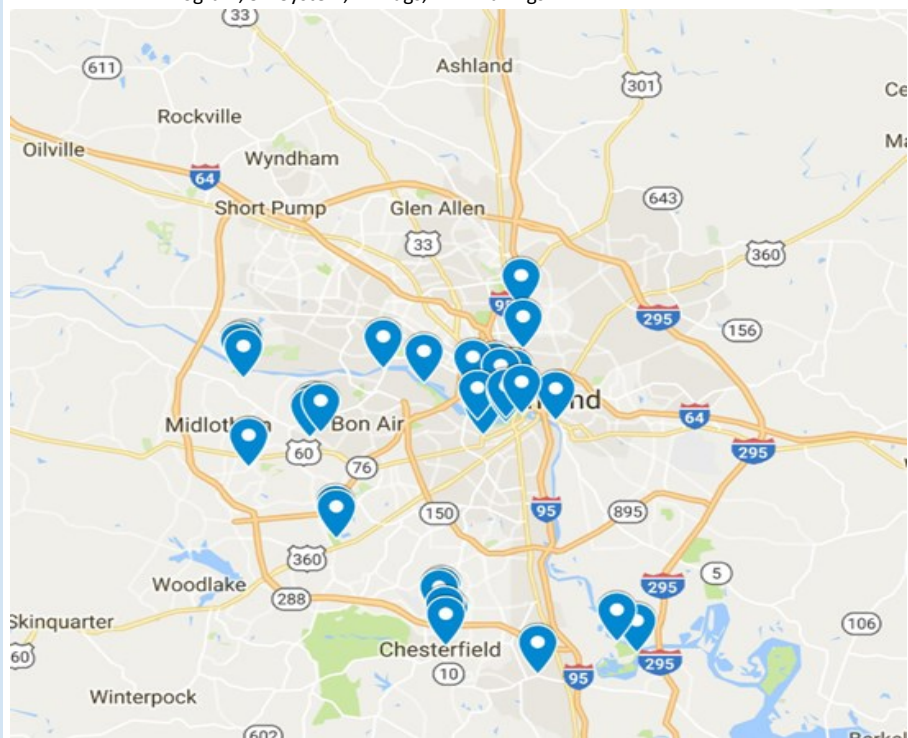
Table 1: James River and Tributary BMP Summary:

Control Measure	Units*	Goal	Installed	%
Pet Waste BMPS				
Educational Program	P	1	1	100
Bag Stations	S	112	33	29
Bag Refills	B	1,188,600	1,081,600	91
Educational Mailer	M	62,373	30,000	48

P = Program, S = System, B= Bags, M = Mailings.

The Virginia Department of Environmental Quality (DEQ) provided the James River Association (JRA) with funds to install pet waste disposal stations as well as create an educational outreach campaign addressing pet waste. The grant was administered over a two-year period from March 2014 to March 2016. Section 319(h) provided \$58,917 and was matched with \$45,145 of non-federal funds.

The BMP goals and what was completed during the project is shown in the table to the right. All goals are expressed for the first 2 years of a Stage 1 (10 year) goal with the exception of the number of pet waste stations which are expressed as the amount needed for the entire stage 1, 10-year timeframe. JRA, along with a partnership of other interested entities, facilitated the use of 319(h) funds to install 33 pet waste disposal stations (29% of goal) in selected public parks in Chesterfield County, Henrico County, and the City of Richmond. This included installing seven stations within the James River Park System. The map to the right shows the distribution of pet waste station within the project area. (continued on page 2)



Implementation Highlights— Continued

In addition to the installation of pet waste disposal stations, JRA utilized outreach materials to increase awareness of the Stop the Drop campaign. Displayed in high pet traffic areas and pet-related businesses, are posters presenting the Stop the Drop campaign logo. As part of their effort to develop a social media presence, the P.U.P Club Facebook page was launched in January 2013. The page features regular posts about the importance of pet waste management and its environmental impact. By “liking” the Facebook page, users gain access to discounts and special offers for pet-related businesses that participate in this incentive program. In an effort to inform the public about the pet waste stations and to encourage use; the project team mailed postcards containing more detailed information to over 30,000 addresses within a 1-2 mile radius of installed stations. The project also included monitoring of pet waste droppings at area parks before and after the outreach campaigns to assess the impact of the pet waste educational efforts. Huguenot Park showed improvement in reduction of pet waste droppings found after the pet waste stations were installed. This park went from a documented 55 droppings in 2014 to 29 droppings in 2015 which is a 55% reduction.

Dear James River Watershed Resident,

When it rains runoff carries pet waste from our neighborhoods to storm drains, nearby creeks, and the James River. Pet waste contains high amounts of bacteria that are harmful to human health and the environment. Pet waste is one of the leading sources of pollution in local waterways.

The James River Pet Waste Coalition has teamed up with your local Parks Department to install pet waste bag dispensers in area parks to make it easier for pet owners to clean up after their pets. But don't stop there! Please clean up your yard, neighborhood streets and sidewalks too!

Learn more by joining the James River Pet Waste Coalition on Facebook and pledge to protect clean water by picking up after your pet.

 **Rookie**



Photo (Above): Postcard mailed to 30,000 addresses within a certain distance of an installed pet waste station.

Partnerships

The James River Association, Chesterfield County, Henrico County, the James River Park System, City of Richmond, and the Alliance for the Chesapeake Bay all played a critical role in the installation and maintenance of the pet waste disposal stations.

The Virginia Nonpoint Source Management Program: The Virginia NPS Management Program is managed by the Virginia Department of Environmental Quality (DEQ) and is funded, in part, through grants from the U.S. Environmental Protection Agency, under the Clean Water Act Section 319(h). For more information regarding Virginia's Nonpoint Source Management Program, please visit us on the web at: <http://www.deq.virginia.gov/Programs/Water/WaterQualityInformationTMDLs/NonpointSourcePollutionManagement.aspx> . An electronic copy of this report can be found here: <http://www.deq.virginia.gov/Programs/Water/WaterQualityInformationTMDLs/TMDL/TMDLImplementation/TMDLImplementationProjects.aspx> General NPS Program questions? email: npsgrants@deq.virginia.gov

TMDL Project Closeout Report

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Canines for Clean Streams
Photo Contest

WIN GEAR

Enter the "Canines for Clean Streams" photo contest to **win gear** for your dog and have your pet's picture featured on our website and Facebook page.

Pledge to pick up pet waste and protect clean water. Ask your friends and family to vote for your adorable dog and win great prizes from our sponsors.

Enter your cover dog in the photo contest
TODAY!

Submit your photo by 07/31/2015

Here's how: Visit www.facebook.com/JamesRiverPetWasteCoalition

Contest Sponsors include:

- Holiday Barn PET RESORTS
- DoodyCalls Pet Waste Removal
- JAMES RIVER PET WASTE COALITION

Closeout Assessment

The Regional Pet Waste Project for the James River and Tributaries continued for 3 years and ended March 31, 2016. The project was very successful in working collaboratively with various partners to see that a regional pet waste campaign was developed and initiated.

Successes: and Challenges

- ⇒ Pet waste droppings at Huguenot Park showed great improvement after the stations were installed. They went from 55 droppings noted in late summer/fall of 2014 to 29 droppings during the same month period in 2015.
- ⇒ Regional effort and partnership enhanced
- ⇒ 30% of Stage 1 goal met for the number of pet waste stations needed as identified in the Implementation Plan.
- ⇒ Getting needed information from partners was difficult.
- ⇒ Meeting match requirements due to timing of when BMPs were actually installed and functioning was a challenge.

(Above): Poster promoting Pet Waste Campaign; (Below) Pet Waste Station in Chesterfield County Park System



For More Information Please Contact:

Stephanie Kreps, DEQ TMDL NPS Coordinator,
Stephanie.Kreps@deq.virginia.gov, (276) 676-4803

Carol Doss, Executive Director Upper Tennessee River Roundtable, Inc.,
uppertnriver@yahoo.com,
(276) 628-1600

